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GSI Center for Online Retail Excellence Shares Keys to Winning this Holiday Season

Upcoming CORE Webinar Reveals Revenue-Driving Best Practices for E-retailers Ramping Up for Holiday Shoppers

KING OF PRUSSIA, Pa., August 24, 2010 – To help online retailers prepare for and prosper during the 2010 holiday shopping season, the GSI Center for Online Retail Excellence (CORE) will share strategic insight and pragmatic tips via a live webinar, “10 Keys to Winning this Holiday Season,” and a comprehensive Holiday Planning Guide. The hour-long webinar will be held on August 31 and on September 15 at 2:00 p.m. EDT.

The holiday season can account for 25-40 percent of retailers’ annual revenues*, making it a critical period for engaging shoppers and driving sales — which is particularly challenging in an uncertain economy. Webinar host Jeff McCall, senior vice president of Strategy Services for GSI Commerce Inc. (Nasdaq: GSIC), will discuss the state of online retailing for the upcoming holiday season, offering tactical tips and a best practices checklist that will help retailers move easily from concepts to planning. Retailers interested in attending the webinar may register at the [CORE website](#).

“There simply is no silver bullet to succeeding at holiday nor any need to reinvent the wheel each holiday season,” said McCall. “Instead, retailers need to have a comprehensive foundation they can build on and then fine tune their online strategy to address changing customer, economic, and competitive forces. Having this type of solid foundation — coupled with ample advance planning — can make the difference between prospering and faltering.”

CORE provides online organizations with insights, ideas and tools that help fuel thought, inspire action, and drive growth. CORE is a unit of GSI, a leading provider of e-commerce and interactive marketing solutions that offers a full range of e-commerce services to leading retailers and consumer brands. CORE draws from the collective experience of GSI’s more than 11 years supporting and driving growth for its clients. The depth and breadth of GSI’s work with top-name retailers affords it unparalleled insight that allows it to deliver and implement sales-driving strategies for clients across a wide array of market segments.

The in-depth 2010 Holiday Planning Guide, free to webinar registrants, contains context for the upcoming season, a best practices checklist that spans several areas including marketing and merchandising, and a workbook. Insight it provides includes tips for connecting with past purchasers and breaking through the marketing clutter.

About CORE

The GSI Center for Online Retail Excellence (CORE) provides online organizations with insights, ideas and tools that help fuel thought, inspire action, and drive growth. CORE leverages more than a decade of

* Source: National Retail Federation (NRF). NRF defines holiday sales as retail industry sales in the months of November and December. Retail industry sales include most traditional retail categories including discounters, department stores, grocery stores, and specialty stores, and exclude sales at automotive dealers, gas stations, and restaurants.

experience working with dozens of leading retailers and brands and combines that experience with original thought leadership, proprietary research, and partnerships with leading academic institutions to address and explore issues critical to online success. The goal of the Center is to translate strategic insights into pragmatic, actionable guidance which clients can utilize to further the success and effectiveness of their online channel.

About GSI Commerce

GSI Commerce® is a leading provider of services that enable e-commerce, multichannel retailing and interactive marketing for large, business-to-consumer (b2c) enterprises in the U.S. and internationally. GSI delivers customized solutions through an e-commerce platform, which is comprised of technology, fulfillment and customer care and is available on a modular basis or as part of an integrated, end-to-end solution. The company offers a full suite of interactive marketing services through two divisions, TrueAction™ and e-Dialog. Additionally, GSI provides brands and retailers a platform for online private sales through RueLaLa.com.

Forward-Looking Statements

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements made in this release, other than statements of historical fact, are forward-looking statements. Actual results might differ materially from what is expressed or implied by these forward-looking statements. Additional information about potential factors that could affect GSI Commerce can be found in its most recent Form 10-K, Form 10-Q and other reports and statements filed by GSI Commerce with the SEC. GSI Commerce expressly disclaims any intent or obligation to update these forward-looking statements.

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